

arnold&bolingbroke

QVerb – Deep Text Analysis



What is QVerb?

The importance of verbatim responses in quantitative surveys is widely accepted. These responses offer essential insight into customer perceptions, attitudes and behaviour that simply cannot be obtained from the imposed, artificial categorizations of closed questions. In allowing customers and potential customers to express their opinions in their own language, narrative and free-form style, verbatim responses do indeed accurately represent the 'voice of the market'.

Inadequacy of traditional approaches

Yet despite widespread recognition of the importance of this data, traditional, standard analysis techniques have been found wanting. Without a specialist, skilled approach or a formalised, detailed analysis structure this rich data is often 'flattened out' and 'sanitized' with much valuable insight being lost. Intelligent and consistent handling of the transition from qualitative feedback to quantitative findings is absolutely critical, yet often overlooked.



Our response

QVerb is **a&b's** response to this need. Over the past ten years we have established a team of researchers with specific language expertise and the sole remit of developing a quantitative text measurement system which accurately, reliably and consistently delivers the 'true' customer voice to our clients.

QVerb has been developed from the extensive handling of 'feedback rich' studies such as Advertising Effectiveness and Customer Satisfaction where responses are often highly detailed and in-depth, consistent analysis is necessary to provide actionable, trackable and highly targeted recommendations.

Key characteristics

QVerb then is a unique and holistic, 'best practice' analysis system for verbatim responses. Some of the key attributes of this product include:

- **Deep Textual Analysis** explores semantics, language choice and sentiment expression to reveal underlying themes such as emotional impact (if any), likely motivation and perceptions of personal relevance. QVerb also explores the contrast between implicit and explicit meaning, where applicable.
- **Verbatim Measures and Category Nets** such as 'eMotive' provide targeted and consistently quantifiable parameters to gauge key several aspects of feedback. These measures allow cross product/service comparability, the establishment of normative levels/performance indices and quantifiable tracking of perception changes over time.
- **Hierarchy Identification** via multi-level drill-down and data sifting.
- **Category Targeting** through tailored evolution to meet specific/ongoing requirements – QVerb is a dynamic tool.
- **Insightful commentary and actionable recommendations** rather than descriptive narrative – meaning not observation. All QVerb outputs are provided with written analysis produced by our specialist team.

To find out more

To learn how a&b can add value to your organisation's marketing and business strategy, contact us:

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